



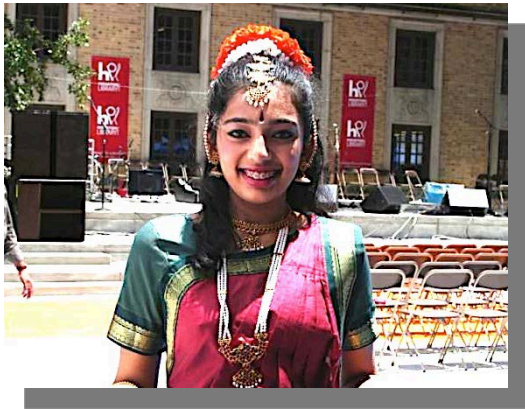
Annise D. Parker, Mayor



HOUSTON PUBLIC LIBRARY FY 2015 BUDGET PRESENTATION

Rhea Brown Lawson, Ph.D.
Director of Libraries
June 4, 2014

HPL VISION AND MISSION



Vision

HPL is a vital member of a dynamic and diverse local, national and global community.

Mission

We link people to the world.



FY15 SERVICE PRIORITIES

Service Priority	Definition
Support for Student Success	Houston Public Library customers will have access to resources, services and programs that assist them with homework assignments and help them prepare for and succeed in school.
Literacy Advancement	Houston Public Library will promote the joy of reading in order to enrich lives, expand horizons and foster imagination. HPL will provide customers with the support they need to initiate and develop their reading, financial, and health literacy skills in order to meet their personal goals and make decisions that affect their lives.
Workforce Development	Houston Public Library customers will have access to education, training and resources dedicated to providing them with the skills and knowledge to acquire employment, succeed in the workplace, and explore small business and entrepreneurial opportunities.
Technology Access and Instruction	Houston Public Library customers will have access to computers and the resources available through the internet. Houston Public Library customers will have access to free training classes on a wide range of technology, software, and related topics.
Civic Engagement	Houston Public Library customers will have a free space for civic engagement, intellectual discourse, creativity, innovation and enjoyment outside the home or workplace.



BUDGET SUMMARY

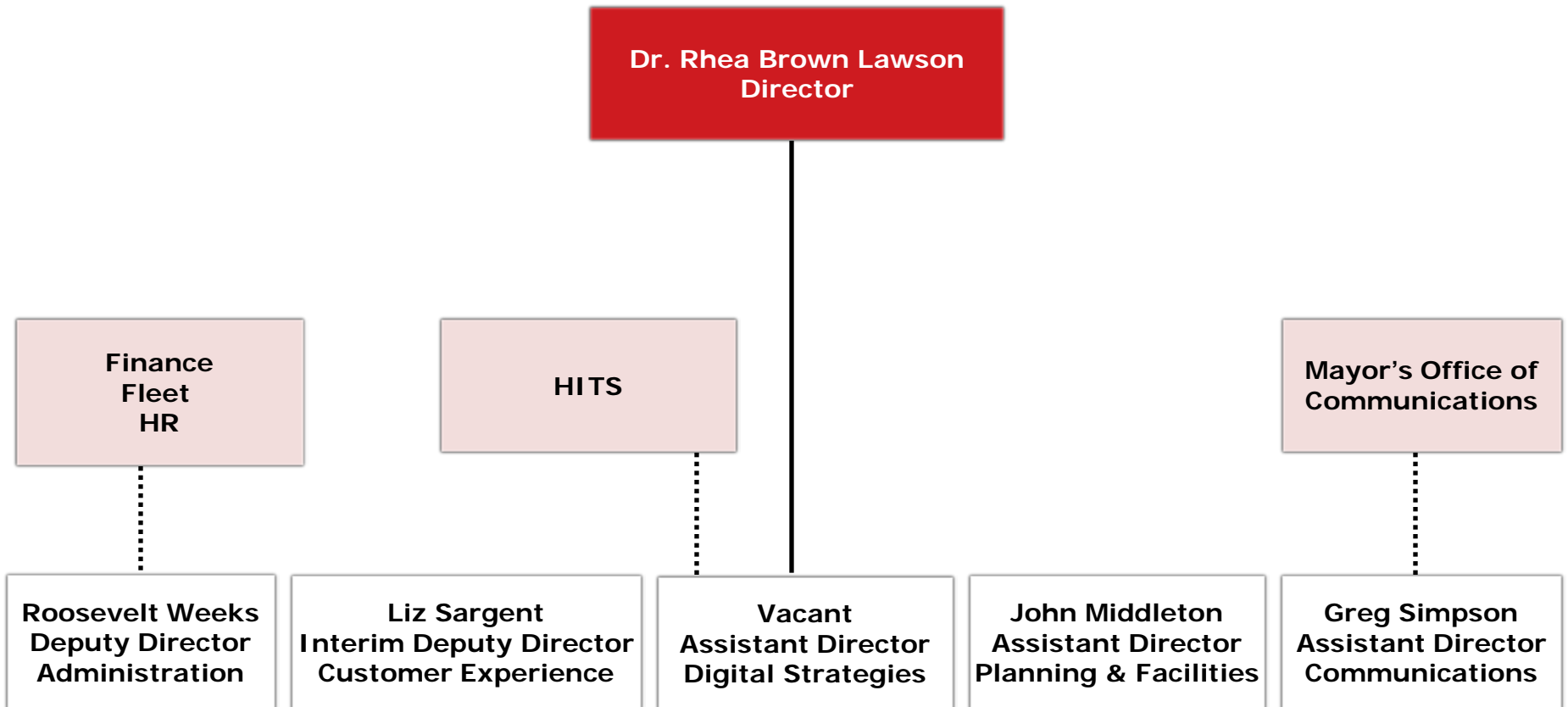
All Funds

Fund	Revenue FY14 Budget Estimate	Revenue FY15 Proposed	+/- \$/%	Expenditure FY14 Budget Estimate	Expenditure FY15 Proposed	+/- \$/%	Fund Balance FY14 Budget ¹	Fund Balance FY15 Prop. ¹
General Fund 1000	\$1,153,049	\$1,152,200	(\$849)/-.07%	\$38,358,613	\$39,885,194	\$1,526,581/4%	N/A	N/A
Digital Houston Fund 2422	\$9,000	\$4,000	(\$5,000)/-56%	\$515,117	\$607,144	\$92,027/18%	\$1,192,239	\$686,122
Historic Preservation Fund 2306	\$300,000	\$225,000	(\$75,000)/-25%	\$111,900	\$195,883	\$83,983/75%	\$935,873	\$881,770
Library Special Revenue Fund 2500	\$20,000	\$20,000	\$0/0%	\$25,000	\$50,000	\$25,000/100%	\$104,370	\$99,370
Total	\$1,482,049	\$1,401,200	(\$80,849)/-5%	\$39,010,630	\$40,738,221	\$1,727,591/4%	\$2,232,482	\$1,667,262

1. Beginning Fund balances displayed. Beginning fund balance for FY14 is ending FY13 fund balance as reported in FY13 CAFR. FY15 Beginning Fund Balance is from FY14 estimate, final figure will be reported when FY14 CAFR complete in November, 2014.



ORGANIZATION CHART

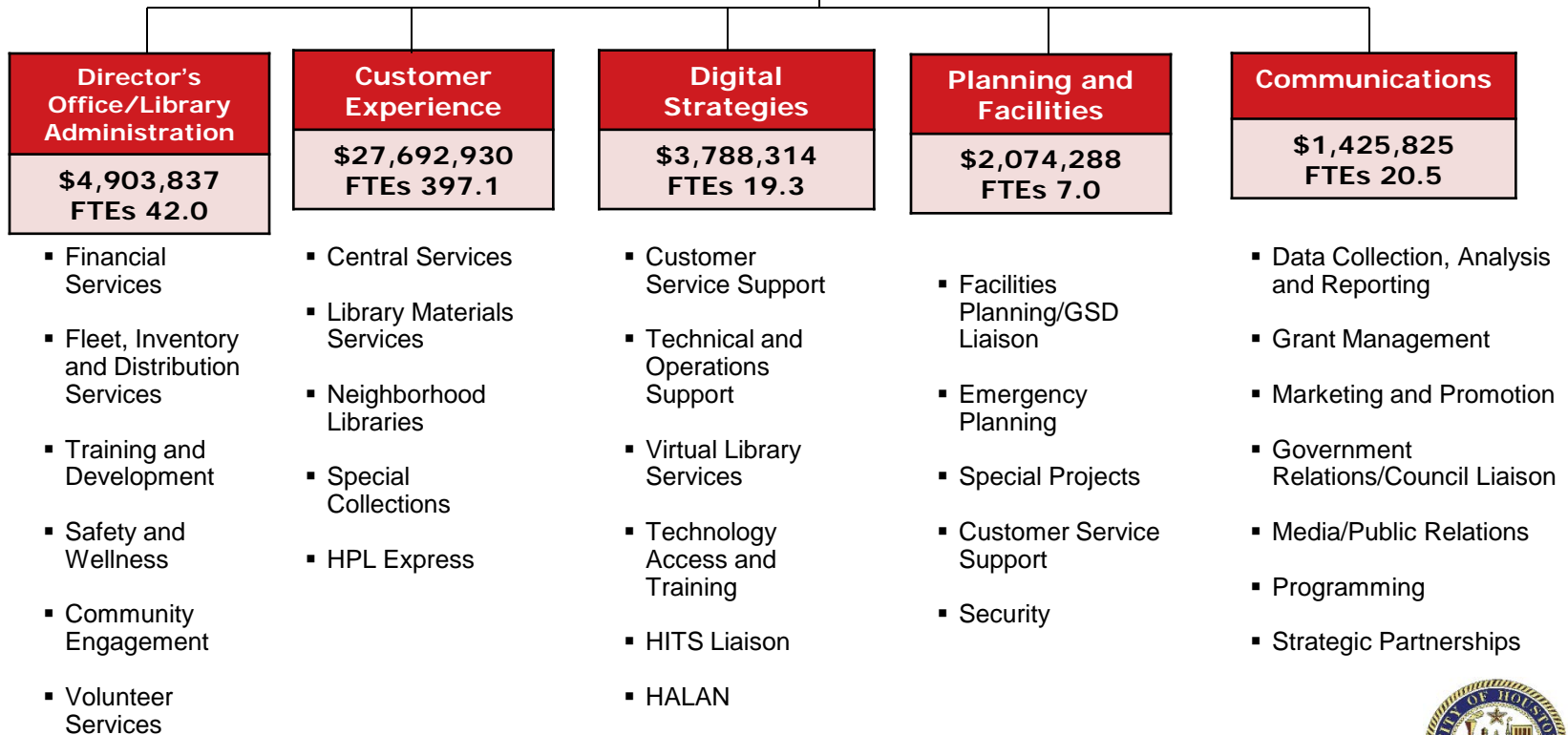


HOUSTON PUBLIC LIBRARY

Functions - General Fund

**Dr. Rhea Brown Lawson
Director**

**\$39,885,194
FTEs 485.9**



HOUSTON PUBLIC LIBRARY

Functions – Other Funds

**Dr. Rhea Brown Lawson
Director**

**\$853,027
FTEs 6.0**

**Fund 2422
Digital Houston**

**\$607,144
FTEs 5.0**

- Provide oversight and coordination for the development, planning, implementation, sustainability, and evaluation of strategic initiatives in support of literacy advancement, workforce development and digital inclusion.

**Fund 2306
Historic Preservation**

**\$195,883
FTEs 0**

- Provide a rental program for HPL historic buildings – Julia Ideson Building, The African American Library at the Gregory School, and the Clayton Library Center for Genealogical Research.
- Generate funds to provide maintenance services for HPL historic buildings.
- Rental program staff are contractors paid by the fund.

**Fund 2500
Special Revenue**

**\$50,000
FTEs 1**

- Holds gifts and donations made directly to HPL.



FY15 DEPARTMENT INITIATIVES



- Maintain current library service hours at all locations
- Increase number of After School Zones to 16
- Launch new library card campaign in September 2014
- Launch new library website in October 2014
- Begin implementation of new Strategic Master Plan
- Launch two new HPL Mobile Express vans
- Renovate Jungman and Robinson-Westchase Neighborhood Libraries
- Replace Young Neighborhood Library



TOTAL REVENUE BY FUND

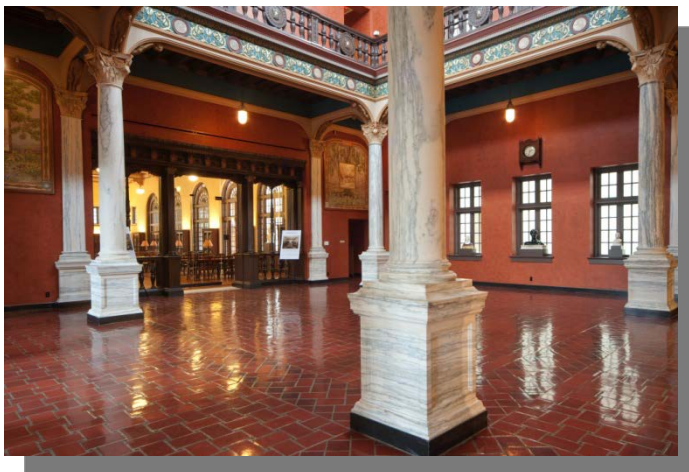
Fund Name/ Number	FY13 Actual	FY14 Budget	FY14 Estimate	FY15 Budget	+/- \$/% FY15 Bud./FY14 Est.
General Fund 1000	\$1,111,559	\$1,074,200	\$1,153,049	\$1,152,200	(\$849)/-.07%
Digital Houston Fund 2422	\$13,640	\$12,000	\$9,000	\$4,000	(\$5,000)/-56%
Historic Preservation Fund 2306	\$240,320	\$200,000	\$300,000	\$225,000	(\$75,000)/-25%
Library Special Revenue Fund 2500	\$81,443	\$0	\$20,000	\$20,000	\$0/0%
Total	\$1,446,962	\$1,286,200	\$1,482,049	\$1,401,200	(\$80,849)/-5%



FY15 – REVENUE HIGHLIGHTS



- **General Fund - Library Fines** declining due to increase in loan period and in ebook circulations.
- **General Fund - Passport Services** increasing due to increase in FTEs & program awareness – expect more than \$400,000 this year.
- **Digital Houston Fund - Revenue** decline based on interest earned on original investment, which has been spent down to support the program.
- **Historic Preservation Fund** – Expect approximately \$225,000 in revenue from rental of premier spaces.



TOTAL EXPENDITURES BY FUND

Fund	Expenditure FY13 Actual	Expenditure FY14 Budget	Expenditure FY14 Estimate	Expenditure FY15 Proposed	+/- \$/% FY14 vs FY15 ²	FTEs FY14 Budget	FTEs FY15 Prop.
General Fund 1000	\$33,314,927	\$38,358,613	\$38,358,613	\$39,885,194	\$1,526,581/4%	486.9	485.9
Digital Houston Fund 2422	\$418,642	\$597,671	\$515,117	\$607,144	\$9,473/2%	4	5
Historic Preservation Fund	\$78,075	\$111,900	\$111,900	\$195,883	\$83,983/75%	0	0
Library Special Revenue Fund 2500	\$10,809	\$56,370	\$25,000	\$50,000	(\$6,370)/-11%	1	1
Total	\$33,822,453	\$39,124,554	\$39,010,630	\$40,738,221	\$1,613,667/4%	491.9	491.9

2. FY14 Budget vs. FY15 Proposed Budget expenditures



FY15 – EXPENDITURE HIGHLIGHTS

General Fund:

- Other than personnel costs, expenditures are flat or reduced.
- Staffing is flat; increased personnel costs tied to health and pension costs, negotiated pay increases.
- Debt Service and Other Uses: Increase of \$750,000 per Finance Department; transfer to Capital Projects for electricity debt increase.



FY15 – EXPENDITURE HIGHLIGHTS

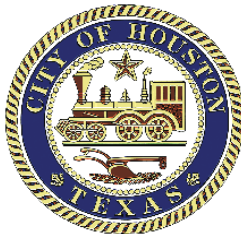
Digital Houston Fund (2422):

- Increase in Miscellaneous Parts and Supplies (511150) due to additional costs to maintain network infrastructure and systems.
- Other Services and Charges: Mix of reductions and increases, most of which required by other departments.

Historic Preservation Fund (2306):

- Management Consulting Services (520110): Additional staff to support demand for rental events.





THANK YOU

APPENDIX

WORKFORCE DEMOGRAPHIC BREAKDOWN

CORE SERVICE MATRICES

- Director's Office/Administration
- Customer Experience
- Digital Strategies
- Planning and Facilities
- Communications

WORKFORCE DEMOGRAPHICS

GENERAL FUND STAFF TOTAL

486

Staff Race

Number

Percentage

American Indian or Alaskan Native

4

1%

Asian/Pacific Islander

33

6%

Black or African American

189

39%

Hispanic/Latino

115

24%

White

145

30%

Staff Gender

Male

124

26%

Female

362

74%

CORE SERVICES | ADMINISTRATION

Activities, Programs, Services	Annual Projected Personnel Cost	Annual Projected Supplies & Services Cost	Total Annual Cost	Annual Projected FTEs	Mandated	Direct Services	Administrative	Fund
Director's Office/Library Administration — 3400010001, 3400010002, 3400010003, 3400010005, 3400010006								
Department and Division Oversight & Management - Leadership, direction and guidance of division; management and coordination of Public Information Requests; Records Management; Contract Negotiation/Compliance.	\$895,740	\$681,483	\$1,577,223	9.0			X	1000
Financial Services - Ensure that all Library funds are appropriately allocated and expended; coordinate the preparation of annual budget and grants; ensure that all grant funds are appropriately expended and pertinent reports timely submitted; responsible for procurement, receiving, accounts payable, and revenue.	\$812,896	\$37,195	\$850,091	11.0			X	1000
Inventory and Distribution Services - Provide daily delivery of materials for customer use; manage automated parking system at Central Library; provide oversight for mailroom services and department supply room.	\$506,688	\$414,769	\$921,457	9.5			X	1000
Digital Inclusion - Provide oversight and coordination for the development, planning, implementation, sustainability and evaluation of strategic initiatives in support of literacy advancement, workforce development and digital inclusion.	\$465,924	\$141,220	\$607,144	5.0		X	X	2422
Outreach Services/Community Engagement - Serves as the outreach service arm for the library, extending services outside our walls into the community reaching individuals, families and organizations in underserved and low to moderate income areas which would otherwise have no access to technology or valuable library resources.	\$400,427	\$0	\$400,427	6.5		X		1000
Volunteer Services - Recruit, interview and assignment of prospective volunteers; conduct criminal background screenings; assign volunteer positions as requested by HPL neighborhood library locations and other HPL units; develops volunteer training manual, and guidelines; conducts VSP training and orientation.	\$48,469	\$0	\$48,469	1.0		X		1000
Human Resources - Consolidation agreement and record keeping.	\$0	\$622,046	\$622,046	0.0			X	1000
Instruction, Organizational Development and Training - Oversee HPL training; develop programs to improve staff integration, engagement, productivity and retention; liaison with City HR Department.	\$400,636	\$0	\$400,636	4.0			X	1000
Safety and Wellness Programs - Develop, conduct and coordinate safety and wellness programs and procedures; provide safety training; conduct accident reviews; monitor and report on safety statistics; work with safety and security agencies (Homeland Security, FEMA, etc.) and maintain compliance. Deliver on-going wellness programs, initiatives and awareness campaigns.	\$83,488	\$0	\$83,488	1.0			X	1000
Total (Administration)	\$3,614,268	\$1,896,713	\$5,510,981	47.0				

CORE SERVICES | CUSTOMER EXPERIENCE

Activities, Programs, Services	Annual Projected Personnel Cost	Annual Projected Supplies & Services Cost	Total Annual Cost	Annual Projected FTEs	Mandated	Direct Services	Administrative	Fund
Customer Experience — 3400020001, 3400030001, 3400060001, 3400060002, 3400070001								
Division Oversight and Management - Leads the Customer Experience Division with development of overall strategy, objectives and planning for resources, services and programs; guides development of direct reports and works with the Executive Team.	\$369,857	\$321,506	\$691,363	3.0			X	1000
Central Library - Provide customers access to materials, information, computers and other devices, printers, programs and services. Provide system-wide services such as chat, email and telephone reference.	\$4,461,577	\$139,900	\$4,601,477	71.3		X	X	
Neighborhood Libraries - Provide customers access to materials, information, computers and other devices, printers, programs and services at 38 locations across the city. Fifteen locations are designated as After School Zones.	\$12,348,813	\$0	\$12,348,813	241.4		X	X	
Library Materials and Information Resources - Select, purchase, catalog, and process library materials in all formats (print, audio-visual, electronic) for use by customers. Oversee system-wide circulation policies and procedures and coordinate item descriptions for the Houston Area Digital Archives.	\$3,092,596	\$4,820,500	\$7,913,096	49.4		X	X	
Special Collections - Delivery of in-depth research materials and programs specific to local and Texas history (Houston Metropolitan Research Center), African American history in Houston and Texas (The African American Library at the Gregory School), and genealogical resources (Clayton Library Center for Genealogical Research). Provide scanned archival material and item descriptions for the Houston Area Digital Archives.	\$2,138,181	\$0	\$2,138,181	32.0		X	X	
Total (Customer Experience)	\$22,411,024	\$5,281,906	\$27,692,930	397.10				

CORE SERVICES | DIGITAL STRATEGIES

Activities, Programs, Services	Annual Projected Personnel Cost	Annual Projected Supplies & Services Cost	Total Annual Cost	Annual Projected FTEs	Mandated	Direct Services	Administrative	Fund
Digital Strategies — 3400050001								
Division Oversight and Management - Manage vendors relationships and contracts; track and control budgets. Ensure the Houston Public Library (HPL) has current technologies that facilitate effective operations and customer services. Liaison with HITS. Provides overall vision and leadership for HPL's digital services and programs.	\$1,483,715	\$2,304,599	\$3,788,314	19.3			X	1000
Help Desk Service - Service Desk Technicians nights and weekends. Assists the HALAN Help Desk Staff in weekend coverage for HALAN libraries.							X	
HALAN - Houston Area Library Automated Network (HALAN) - Customer Service Desk, Support Integrated Library System and related services, Network Support, PC reservation systems.							X	
Public Computer Training Classes - HPL IT department conducts over 1,500 Microsoft Office training classes per year serving over 15,000 customers.						X		
Virtual Services - Works with the Communications department to manage the HPL website and social media. Assists materials services with the maintenance of various paid databases available on the website. Also assists with statistical reporting over use of customer facing systems.						X	X	
Digitization - HPL is the steward of historical material that tells the story of our communities, city, and state. Digitizing this material preserves the original and makes it broadly available to the public. Providing students and scholars access to this rich history is an essential part of the Library's future mission.							X	
Software and Hardware Inventory/Security - Maintain licensed software and accurate inventory of our 2,900 PC's and associated servers as well as E-rate funded Network switches.					X		X	
Equipment Deployment, Maintenance & Repair - Deploy, manage, maintain and repair HPL's 2,900 PC's and various printers.							X	
Total (Digital Strategies)	\$1,483,715	\$2,304,599	\$3,788,314	19.3				

CORE SERVICES | PLANNING AND FACILITIES

Activities, Programs, Services	Annual Projected Personnel Cost	Annual Projected Supplies & Services Cost	Total Annual Cost	Annual Projected FTEs	Mandated	Direct Services	Administrative	Fund
Planning & Facilities — 3400040001								
Division Oversight and Management- Manage activities and personnel of the Planning & Facilities Division; coordinate with other Divisions; represent HPL facility interests in meetings with support groups and community groups; prepare regular internal and external facility updates; assist Communications Division with monthly statistics analysis and reports. Liaison with GSD and other City departments.	\$725,653	\$1,348,635	\$2,074,288	7.0			X	1000
Customer Service Support - Respond to customer facility complaints; coordinate work with the various groups who maintain our facilities; track work requests and maintenance issues; create and manage facility maintenance standards and policies for all locations.						X		
Special projects - Manage small improvement projects to improve library service; coordinate with other HPL Divisions to implement grants and partnership initiatives, such as computer deployment; coordinate library activities with special events, festivals; manage HPL's civic art program and Central gallery exhibits.							X	
Code Compliance - Monitor ADA, code compliance, and life safety of library facilities.					X			
Management of HPL's emergency preparedness and response program - PFD Division staff serves as liaison to the Office of Emergency Management to collect and disseminate information.					X			
Exhibitions - Develop, plan and manage HPL Special Collection exhibitions. Manage exhibition maintenance. Coordinate satellite displays at HPL branches and traveling exhibitions. Develop programming in conjunction with exhibitions and displays. Manage exhibition budgets and maintain fiscal viability. Work with Communications to create promotional materials. Manage exhibition volunteers and interns.						X		
Branding - Organize and coordinate the visual identity associated with library spaces, services and materials. Develop brand messaging for use in promotions. Maintain the brand consistency in the organization. Increase awareness of brand through campaign creation and implementation. Drive brand understanding within the organization and with stakeholders. Anticipate and accommodate new brand identity needs. Provide research and measurements on brand trends and audience needs to help direct initiative. Lead designer for system-wide and executive leadership team projects.							X	
Planning and Design Standards - Manage HPL's interests in all capital projects - design and construction of all renovations, replacement and new facilities; work on architectural and facility planning for capital projects; develop long term master planning and budgeting for library construction projects; coordinate moves of personnel and materials for facility openings, closures and reorganizations; maintain facility records and assessments for reference and planning; respond to information requests; conduct long-term facility planning and budgeting, including annual Library Facilities Conditions Report and annual CIP submission; communicate and monitor HPL's facility needs in capital projects, including programming and design review.							X	
Operational Standards/Enhancements - Furniture/fixtures/equipment - administer and maintain all furniture - new and replacement selections; assess needs, replace, refurbish, inventory, maintain standards; collect, prioritize and track maintenance, security and landscape needs; coordinate with GSD and HPARD; keep HPL informed.						X		
Total (Planning and Facilities)	\$725,653	\$1,348,635	\$2,074,288	7.0				

CORE SERVICES | COMMUNICATIONS

Activities, Programs, Services	Annual Projected Personnel Cost	Annual Projected Supplies & Services Cost	Total Annual Cost	Annual Projected FTEs	Mandated	Direct Services	Administrative	Fund
Communications — 3400010004, 3400060003								
Division Oversight and Management - Leads the Communications Division with development of overall strategy, objectives and planning for resources, services and programs; guides development of direct reports and works with the Executive Leadership Team.	\$1,409,340	\$16,485	\$1,425,825	20.5			X	1000
Data Collection/Analysis/Reporting - Coordinate statistical reporting from HPL units, complete and provide reports to Executive Staff and other City and State entities as required, conduct customer surveys, conduct demographic, trending and other types of analysis.					X		X	
Grant Management - Develop grant proposals for programs, technology and collections. Manages grants and submits reports as required. Coordinate fundraising efforts with Houston Public Library Foundation.							X	
Marketing & Promotion - Design and produce marketing and information materials, temporary signage and graphics items for print, website and other electronic use. Create campaigns and other marketing tools for HPL and its locations.							X	
Government Relations/Council Liaison - Responsible for building and maintaining relationships with City Council Members and staff; serves as Legislative Liaison; works collaboratively with other City departments.							X	
Media/Public Relations - Create and coordinate the verbal, written and multimedia message of HPL, including website content, marketing/promotional materials, media items (press releases, interviews) and electronic communications; write, edit and/or approve content for information and promotional items. Manage HPL's social media presence.						X		
Programming - Sets vision, goals and direction for all Children's, Teens and Adult programming for system. Develops, implements and manages programs for all library locations.						X		
Strategic Partnerships - Develop and maintain effective strategic community partnerships and alliances that support and enhance HPL's Service Priorities; serve as liaison to critical community groups and organizations.							X	
Total (Communications)	\$1,409,340	\$16,485	\$1,425,825	20.5				